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U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 09/736,774 First Named Applicant: Masatoshi Arai
Examiner: Kerry Conner Art Unit: 2671 Status of Application: After Pmn

Tentative Participants:

(1) Mehdi Sheikherz (2) _____
(3) _____ (4) _____

Proposed Date of Interview: March 28, 2006

Proposed Time: 2 (AM/PM)

Type of Interview Requested:

(1) ☐ Telephonic (2) ☒ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES

If yes, provide brief description: ☒ NO

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Spec & claim</u> <u>abstract</u>	<u>1</u>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) <u>112, 62, 2nd</u> <u>p</u>	<u>1</u>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) <u>102</u>	<u>1</u>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) <u>105</u>	<u>1</u>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Continuation Sheet Attached		_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Brief Description of Arguments to be Presented:

See Attached

An interview was conducted on the above-identified application on 4/8/2006
NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview
(see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Applicant/Applicant's Representative Signature

Mehdi Sheikherz

Typed/Printed Name of Applicant or Representative

41,707

Registration Number, if applicable

Examiner/SPE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to be (and by the USPTO to process) an application. Confidentiality is provided by 37 U.S.C. 123 and 37 CFR 1.13 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20590.

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March 24, 2008

TO: USPTO

ATTN: Ms. Kelly Campen

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FROM: Mehdi D. Sheikerz

RE: Serial No. 09/739,374

OUR DOCKET: 1359.1031

NO. OF PAGES (Including this Cover Sheet) 3

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COMMENTS:

Serial No. 09/736,374

Docket No.: 1359,1031

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Masatsahi ARAI et al.

Serial No. 09/736,374

Group Art Unit: 3624

Confirmation No. 7612

Filed: December 15, 2000

Examiner: Campen, Kelly Scaggs

For: DIGITAL CONTENTS ADVERTISEMENT DISPLAY SYSTEM USING AUCTION

EXAMINER INTERVIEW AGENDA

The specification and claims use idiomatic English as discussed in the previous Amendment. For example, the term "advertisement tenant" is defined in the specification on page 7, line 2.

Regarding 35 USC 112, 2nd paragraph, the claim language referred to in OA was either corrected in previous Amendment or definite as discussed in previous Amendment (as the case may be). For example, the claims no longer recite "a winner sponsor."

The previous Amendment replied to the outstanding 35 USC 105 request, however, the request remains in the OA page 8.

Regarding 35 USC 102, Yuasa can't anticipate claim 1, because Yuasa does not disclose expressly or inherently an auction for sponsors to bid for an advertisement tenant in a "digital content." In other words, as discussed in the application page 6, line 31 to page 7, line 4, an advertisement sponsor provides an advertisement with respect to an advertisement tenant (an occupant) in a digital content. An "advertisement tenant" defined in page 7, line 2, can be a billboard or an article used in a digital content. For example, in FIG. 2, article 21, which is a car, is an advertisement tenant (an occupant), and an advertisement sponsor can bid to provide an advertisement with respect to this advertisement tenant or occupant (see page 7, lines 11-16).

1. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction, comprising:
a computer processor; and
a computer readable medium storing at least one computer program controlling the computer processor to control the digital contents advertisement display computer system according to a process comprising:
disclosing an outline of digital displayable contents to be distributed through a digital medium to audiences;
allowing the audiences, as sponsors, to bid for becoming an advertisement tenant to be displayed contained in the disclosed digital displayable contents when displaying the digital contents;
determining a winning sponsor for the advertisement tenant from among the bidding sponsors, according to a highest price bid by a sponsor; and
updating the digital contents to contain the advertisement tenant, according to requests from the winning sponsor, to complete the digital contents for distribution, wherein the completed digital contents as distributed function as an advertising medium.

2/10/08
Draft
amend ment
rec'd
4/10/08